

psychological effect has increased significantly, which can improve the scientific research enthusiasm of scientific researchers, then improve the scientific research level of colleges and universities, cultivate high-quality talents for the society and the country, improve the national strength and promote the development of society and economy.

\* \* \* \* \*

## THE HETEROGENEOUS IMPACT OF INDUSTRIAL POLICY ON TECHNOLOGICAL INNOVATION IN DIGITAL ECONOMY INDUSTRY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Zhuojing Li

*School of Economics and Management, Xi'an Technological University, Xi'an 710021, China*

**Background:** With the development of computer information technology, the digital economy industry has also made great progress, and has become the economic pillar of some regions, making great contributions to improving the level of market economy and GDP. The concept of digital economy was first put forward in 1996, which has aroused great repercussions in the economic community. Compared with many developed countries in Europe and America, China's digital economy started late, so the technology of digital economy industry is also relatively backward. Therefore, the research and innovation of digital economy industry technology is of great significance to China's economic development. The technological innovation of digital economy industry and the optimization and upgrading of industrial structure are not only the driving force of the development of digital economy industry, but also an important strategy for the country to realize economic development. In previous studies, scholars have studied and used for reference the development strategy and capital investment of digital economy industry in Europe, America and other developed countries, and put forward a series of measurements to promote the technological innovation of China's digital economy industry and realize the optimization and upgrading of digital economy industrial structure. Industrial policy plays an important role in the optimization and upgrading of digital economy industry.

The effect of industrial policy promoting industrial innovation is highly complex, which is specifically reflected in how the government uses limited policy resources to encourage relevant enterprises to innovate, so as to improve the innovation level. An important feature of digital economy industry is externality. With the continuous development of digital technology, all walks of life begin to realize informatization, intelligence and digitization. Therefore, the introduction of favorable industrial policies to promote technological innovation in the digital economy industry is not only conducive to the development of the digital economy, but also can promote the optimization and upgrading of the overall industrial structure. Secondly, digital technology is based on computer information technology. Its application in other fields has greatly improved the production efficiency of various industries. Therefore, the flexible support of industrial policies can not only promote the improvement of the industrial chain of digital economy, but also improve the production efficiency of enterprises in other industries. Social psychology refers to the study of the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and the discussion of interpersonal relations at the individual level and social group level. Based on the perspective of social psychology, this paper discusses the heterogeneous impact of industrial policy on technological innovation in digital economy industry, and provides guiding opinions for policy formulation and implementation.

**Objective:** Based on the perspective of social psychology, this paper studies the heterogeneous impact of industrial policy on technological innovation in digital economy industry, provides guiding opinions for the formulation and implementation of industrial policy by local governments, fills the gap of empirical research on the heterogeneous impact of industrial policy on technological innovation in digital economy industry, and promotes the industrial upgrading and development of digital economy industry.

**Research objects and methods:** 17 digital economy enterprises from 2010 to 2019 are selected as the research object. The enterprises include three industries. The incentive effect of industrial policy on technological innovation in digital economy industry is studied through the patent and financial data of digital economy enterprises. From the perspective of social psychology, this paper selects the influencing factors of industrial policies on technological innovation in digital technology industry, such as government subsidy (sub), tax preference (ETR), credit loan (DLT), etc. This paper uses the empirical analysis method to make an empirical analysis on the data of these enterprises, and discusses the impact of various policies on technological innovation in the digital industry.

**Research design:** Explain the action mechanism variables of three industrial policies: government

subsidy (sub), tax preference (ETR) and credit loan (DLT), and select the intermediate variables to construct the action mechanism test model to verify the impact of industrial policies on technological innovation in digital economy industry. The control variables are age, size, ALR, bit and Bi.

**Methods:** The related data were processed and analyzed by software SPSS 17.0.

**Results:** From the perspective of social psychology, the impact of industrial policy on technological innovation in digital economy industry has industry heterogeneity, as shown in Table 1.

**Table 1.** Industry heterogeneity test

Variable	Industry 1		Industry 2		Industry 3	
	Ln patents	Ln patentf	Ln patents	Ln patentf	Ln patents	Ln patentf
SUB	2.62e-09 (1.30)	2.39e-09** (2.83)	3.38e-09 (0.89)	1.34e-09 (0.32)	3.10e-09** (1.97)	4.05e-09*** (2.85)
ETR	0.2842 (0.19)	-0.4990 (-0.25)	-0.1973 (-1.06)	-0.1296 (-0.80)	-0.0287 (-0.37)	-0.0212 (-0.21)
DLT	0.0939 (0.03)	-0.8792 (0.19)	-1.0203 (-0.51)	-0.0539 (-0.03)	-1.5920 (-1.08)	-1.1504 (-0.72)
R2	0.1757	0.1394	0.1146	0.0572	0.1518	0.1590
OBS	88	78	239	198	849	787

**Conclusions:** From the perspective of social psychology, there is industry heterogeneity in the impact of industrial policy on technological innovation in digital economy industry. When formulating industrial policy, local governments need to consider industry differentiation and formulate a and differentiated industrial policy, so as to effectively improve the level of technological innovation in digital economy industry.

\* \* \* \* \*

## EXPLORATION AND ANALYSIS OF THE TALENT TRAINING MODEL OF RESEARCH TUTORS IN THE MODERN APPRENTICESHIP CONCEPT FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Wenhua Wei, Jinhong Yan & Xue Zhang

*College of Education, Guizhou Normal University, Guiyang 550001, China*

**Background:** Since the reform and opening up, China's economy has been developing continuously, and the level of science and technology and technology are also improving. Now, China has become a large manufacturing country. However, due to the late start of China's manufacturing industry, the lack of management experience and apprenticeship, there is still a certain distance between China and becoming a manufacturing power. In order to become a manufacturing power as soon as possible, the Chinese government has issued many policies to promote technological innovation in the manufacturing industry and realize industrial optimization and industrial upgrading of the manufacturing industry. Among these policies, the craftsman spirit has been put forward many times, emphasizing the craftsman culture, encouraging manufacturing enterprises to customize and produce personalized and flexible high-quality products, so as to improve product quality and product reputation, optimize user experience, strive to create an internationally famous brand and realize brand marketing. In the context of economic globalization, China's manufacturing enterprises are in the middle and lower reaches of the industrial value chain for a long time due to the lack of competitive products and services. They are unable to open the high-end market of the international market and obtain the income of high value-added products in the high-end market.

With the continuous development of economy and the continuous improvement of people's quality of life, people also have higher requirements for product treatment and services. If the manufacturing industry wants to develop, it must carry out higher standard product manufacturing, so as to realize industrial upgrading. To realize the improvement of product quality and industrial upgrading, we must pay attention to the cultivation of high-quality and high-tech talents. Modern apprenticeship is an advanced vocational education model, which is characterized by double tutor teaching of school teachers and enterprise masters, so as to improve students' practical ability. Based on the perspective of educational psychology, this paper analyzes the talent training mode of graduate tutors based on the concept of modern apprenticeship, hoping to find an effective method to improve students' literacy.

**Objective:** To explore the application value of the talent training mode of graduate tutors under the concept of modern apprenticeship from the perspective of educational psychology, improve students'